



## Major Expansion of US Travelan Sales Projected with National Launch in CVS Pharmacy Chain

**Melbourne, Australia, April 14, 2016:** Australian microbiome biopharmaceutical Company Immuron Limited (ASX: IMC), is pleased to announce that Travelan will be available nationwide at CVS Pharmacies which is one of the largest retailers, and the largest pharmacy chain in the United States after Walgreens.

CVS sells a wide assortment of general merchandise, including prescriptions medicines, over-the-counter drugs, beauty products and cosmetics and convenience foods through their stores. CVS also provides healthcare services through its more than 1,000 MinuteClinic Medical Clinics as well as their Diabetes Care Centers. Most of these clinics are located within CVS stores.

Travelan will be available in nearly 1,000 CVS pharmacies across the US by late May 2016. The initial order will be for several thousand units which will be supported by several targeted pull-through marketing initiatives to highlight the product's introduction into the CVS retail channel.

Thomas Liquard, CEO commented:

*"After several months of discussions, we are pleased that CVS has chosen to carry Travelan. Travelan's unique set of attributes were clear to CVS' management and we look forward to a long and productive relationship."*

*"Having access to such a strong retail channel means broader and deeper brand name recognition for Travelan which will enhance our efforts through specialty channels including travel clinics such as Passport Health and specialised distributors such as Traveler's Supply Inc."*

Beyond CVS, the Company's targeted marketing and account selling activities continue.

This has led to several recent major media exposures highlighting the significant benefits of Travelan, some of which are available on the Company's website at:

<http://immuron.com/investor-centre/company-media/>

- **Good Day DC (FOX5 DC)**- "What is hot for the Summer Travel Season?" - March 2016 (4:59 – 5:58)
- **Arizona Midday (NBC12 News)**- "Healthy and Safe Travel Products" - April 2016 (2:50 – 4:02)
- **Metro Weekly** - "5 Hot Travel Items" - Troy Petenbrink - March 2016

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**About CVS Pharmacy:**

CVS Pharmacy is an American pharmacy retailer and currently the largest pharmacy chain in the United States, with about 9,500 stores, and also based on total prescription revenue. As the retail pharmacy division of CVS Health, it ranks as the 12<sup>th</sup> largest company in the world according to Fortune 500 in 2014. CVS Pharmacy's leading competitor Walgreens ranked 37<sup>th</sup>.

**About Immuron:**

Immuron Ltd (ASX: IMC; OTCQB: IMROY) is a microbiome company focused on developing and commercialising oral immunotherapeutics for the treatment of a many gut mediated diseases. Immuron has a unique and safe technology platform that enables a shorter development therapeutic cycle. The Company currently markets and sells Travelan<sup>®</sup> for the prevention of Travellers' diarrhoea, whilst its lead product candidate IMM-124E is in Phase 2b clinical trials for NASH and ASH. These products together with the Company's other preclinical immunotherapy pipeline products targeting immune-related diseases currently under development, will meet a large unmet need in the market.

For more information visit: [www.immuron.com](http://www.immuron.com)

**Forward-Looking Statements:**

Certain statements made in this release are forward-looking statements and are based on Immuron's current expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. Although Immuron believes the forward-looking statements are based on reasonable assumptions, they are subject to certain risks and uncertainties, some of which are beyond Immuron's control, including those risks or uncertainties inherent in the process of both developing and commercialising technology. As a result, actual results could materially differ from those expressed or forecasted in the forward-looking statements. The forward-looking statements made in this release relate only to events as of the date on which the statements are made. Immuron will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this release except as required by law or by any appropriate regulatory authority.